

Renton Historical Society Five Year Strategic Action Plan

Vision Statement:

Capture the Past, Educate the Present, Inspire the Future

Mission Statement:

The mission of the Renton Historical Society is to document, preserve, interpret, and educate about the history of Renton by supporting a history Museum that is accessible to diverse people of all ages.

Strategic Planning Document

September 2010

Strategic Goals:

To best meet its mission, the Renton Historical Society will:

- I. **Operate a professional museum that Renton can be proud of:**
Maintain a sustainable organization that involves the community in showcasing Renton's heritage with integrity.
- II. **Nurture a more diverse set of stakeholders:**
Attract a more comprehensive representation of the Renton community, including age, gender, ethnicity, and geography, within all areas and functions of the Society and Museum.
- III. **Capture Renton stories:**
Collect, document, preserve, conserve and interpret artifacts, documents, photographs, ephemera, and historic structures related to the history of the Renton area.
- IV. **Tell Renton stories:**
Interpret the history of Renton through visual, oral, and interactive means, both within the setting of the Museum and throughout the Renton area.
- V. **Create community interest:**
Establish a more exciting public presence that responds to the community's needs for learning, enrichment, and a connection to Renton.

To best meet these goals, the Board of Trustees has established these action items:

I. Operate a professional museum that Renton can be proud of:

Maintain a sustainable organization that involves the community in showcasing Renton's heritage with integrity.

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| 1. Connect the Board and Staff. | Exec Comm |
| 2. Collaborate with the City of Renton to maintain a positive working relationship. | Museum Director |
| 3. Develop a succession plan for acquiring, training, and retaining Board members. | Membership / Nomination |
| 4. Work toward fulfilling AAM's Standards and Best Practices. | Museum Comm |
| 5. Ensure that all museum collections are properly housed and catalogued. | Staff |
| 6. Develop a fundraising strategy to implement Museum Master Plan. | Exec / Fund-raising |
| 7. Optimize facilities within the parameters of our Museum Master Plan. | Museum Committee |
| 8. Adopt technologies to streamline museum operations in the areas of membership, donor relations, gift shop purchases, and other public areas. | Staff |

II. Nurture a more diverse set of stakeholders:

Attract a more comprehensive representation of the Renton community, including age, gender, ethnicity, and geography, within all areas and functions of the Society and Museum.

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| 1. Create exhibits and programs that bring in diverse ethnic, geographic, and age groups. | Staff |
| 2. Publish articles that reflect Renton's myriad interests. | Staff |
| 3. Recruit diverse Board and membership. | Membership / Nomination |

III. Capture Renton stories:

Collect, document, preserve, conserve, and interpret artifacts, documents, photographs, ephemera, and historic structures related to the history of the Renton area.

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| 1. Identify areas in which collections are underdeveloped and publicize the Museum's collecting priorities. | Staff /Museum Comm |
| 2. Develop a Collections Plan to guide collecting and documenting activities. | Staff |
| 3. Advocate historic preservation and serve as resource for preservation activities. | Staff |
| 4. Build a collection that supports representative exhibits. | Staff |

IV. Tell Renton stories:

Interpret the history of Renton through visual, oral, and interactive means.

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| 1. Tell Renton stories out in the community, undertaking projects such as historic markers, traveling exhibits, public programs, and publications. | Museum Director |
| 2. Use technology to broaden access and connect Renton with its stories. | Museum Comm |
| 3. Bring Renton stories forward to the present to make them relevant. | Staff |
| 4. Provide a venue for the community to share their stories. | Staff |

V. Create community interest:

Establish a more exciting public presence that responds to the community's needs for learning, enrichment, and a connection to Renton.

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| 1. Collect community feedback on a regular basis. | Staff / Membership |
| 2. Seek out opportunities for collaboration with the business and education communities of greater Renton. | Exec Comm / Fundraising |
| 3. Develop interactive exhibits that involve new audiences. | Staff / Museum Comm |
| 4. Encourage research by making resources accessible, providing professional assistance, and making a place for community voices to be heard. | Staff |

5. Create a visually engaging museum.

Exec Comm /
Museum
Comm